

# FUTURE GROWTH FRAMEWORK

Chapter 6: SHAPE, sets out a framework to guide Cary's future growth and development. The framework includes a Future Growth Framework Map that specifies the locations where ten broad development categories apply within Cary's planning area. That framework includes three development categories for future commercial and mixed use development: Commercial Centers, Commercial Mixed Use Centers, and Destination Centers. This page provides an overview of those categories, while Chapter 6 provides more detailed descriptions.

## Commercial Center

### Character

Traditional commercial center that serves daily retail and service needs of nearby neighborhoods. Typically located at major street intersections, commercial centers are designed to maximize convenience by accommodating proximate parking near stores, typically along the front or side of the commercial center. Centers should be walkable and connect to adjacent developments. Commercial centers may also include office space and residential uses such as townhomes and multifamily. Uses may be mixed horizontally (on adjacent sites or buildings) or vertically (within buildings), and are typically served by surface parking lots.

### Building Heights

1-3 stories



## Commercial Mixed Use Center

### Character

Prominent commercial mixed use center that includes an integrated mix of commercial/retail, office, and higher-density residential, such as multifamily and townhomes. The center should include a significant amount of vertically-mixed buildings, having ground floor retail or office uses, and offices and housing on upper floors. Urban designs frame the street with multi-story buildings and active public spaces.

### Building Heights

4-6 stories, transitioning down to adjacent single-family neighborhoods



## Destination Center

### Character

High density mixed use regional destination center that may include special uses, such as a prominent and unique entertainment venue. The center includes an integrated mix of commercial/retail, office, and higher-density residential, such as multifamily. The center should be characterized by vertically-mixed buildings having ground floor retail or office, with offices and housing on upper floors. Urban designs frame the street with multistory buildings and active public spaces.

### Building Heights

7+ stories, transitioning down to adjacent single-family neighborhoods or other less intensive developments



# POLICY DIRECTION

In order to respond to the shopping and mixed use challenges and opportunities facing Cary, including providing high quality, mixed use, and pedestrian-oriented commercial destinations of various scales that are well-integrated into the existing urban fabric of the community, the Town of Cary's *Shop* policies are:

<i><b>Policy</b></i>	<i><b>Policy Intent</b></i>
<i><b>Policy 1: Facilitate Redevelopment of Underperforming Commercial Centers</b></i>	
<b>Facilitate the redevelopment and revitalization of Cary's aging or poorly-performing commercial centers as well as Downtown Cary. Redevelopment of older centers to more vibrant and attractive destinations is preferred over the development of new commercial centers.</b>	The intent of this policy statement is to address underdeveloped and underperforming (i.e., aging, blighted, and vacant) commercial centers that are having an impact on community character and property values. Implementation of this policy could include incentives to encourage developers to reinvest in existing commercial centers and redevelop the centers to better meet current retail and shopping preferences.
<i><b>Policy 2: Focus Commercial Uses within Commercial Mixed Use Centers, Destination Centers, Downtown, and Commercial Centers</b></i>	
<b>Focus commercial, retail, dining, and entertainment uses within existing and planned Commercial Mixed Use and Destination Centers, Downtown, and Commercial Centers as designated on the Future Growth Framework map.</b>	<p>The intent of this policy is to direct new commercial development to appropriate locations identified on the Future Growth Framework map: Commercial Centers, Commercial Mixed Use Centers, Downtown, and Destination Centers. This also includes secondary commercial uses in Employment Mixed Use Campuses.</p> <p>See Policy 7 in <i>Chapter 6: Shape</i> for additional opportunities for commercial uses outside of commercial development areas.</p>
<i><b>Policy 3: Support the Development of a Limited Number of Destination Centers and Commercial Mixed Use Centers</b></i>	
<b>In addition to Downtown, support the development of a limited number of Destination Centers and Commercial Mixed Use Centers that will have Cary's highest densities and intensities of mixed use development, will be transit supportive, and will have the greatest potential to be high-functioning, premier centers.</b>	This policy statement encourages the development of a limited number of high quality, vibrant, mixed use Destination and Commercial Mixed Use Centers that will provide a mix and intensity of uses that is higher than currently found in Cary's existing mixed use or commercial centers. The locations of future Destination and Commercial Mixed Use Centers, as well as Downtown, are identified on the Future Growth Framework map. Implementation of this policy will require changes to the Town's Land Development Ordinance to allow for and encourage higher density development in these locations.